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U.S. Department of Agriculture  
Office of Information

March 26, 1946

1946 Victory Garden Program  
USDA Materials and Activities

General

Fact Sheet, "Garden and Conserve"  
Wire to Governors (Secretary's signature)  
Wire to Mayors of large cities (Secretary's signature)  
Wire to State Extension Directors (M.L. Wilson's signature)  
Wire to specific State Garden Committees  
Wire to Industry groups  
Letter to Nutrition Committees (M.L. Wilson's signature)  
Wire to Governors re Garden Week  
What foreign countries are doing to help themselves.  
Wire to magazines that can still handle message.  
Internal distribution of President Truman's message of February 21, Secretary  
Anderson's invitation to the Garden Conference, Secretary's Memorandum No. 1150,  
Statement by Chester Davis, and related materials.  
Garden photos and captions issued to newspapers, magazines and other publications.  
Letter to Studebaker, Office of Education, on school gardens (Secretary's signature)  
Negro Health Week stressing Victory Gardens beginning March 31.

Organizations

Letters, with Fact Sheet, to:  
Women's and Consumer groups; civic groups, utilities, etc.  
Labor, Fraternal, and Religious Groups  
Local Nutrition Committees (6,000)

Advertising

Ads prepared by Advertising Council  
Metro and Meyer Both using garden photos and materials.

Press

Release on Garden Conference  
Negro Press -- Material sent to Negro papers.  
Food for Folks  
Food and Home Notes  
Clip Sheet

Radio

Radio Roundup  
Good Eating  
RFD Letter  
Food Makes A Difference  
Homemakers Chats  
Farm Flashes  
Farm and Food News  
Timely Farm Topics (transcriptions)  
Consumer Time (NBC)  
Farm & Home (NBC)  
American Farmer (Blue)  
Federal Food Reporter  
PA, UP, and INS were supplied materials.

Radio (Cont'd.)

National Garden Shows (such as CBS's Old Dirt Dobber)  
Regional Garden Shows (such as Gillespie on West Coast)  
Open House, WOL  
Headline Edition, WMAL  
Everybody's Farm, WLW  
Mississippi Valley Network

Other USDA Services

Food Information Calendar  
Letter to Farm Paper Editors  
Letters to Women's Magazines  
Consumers' Guide  
Serving Many  
Nutrition Newsletter  
Weekly Letters to Extension Directors & Editors  
Field Service Branch Newsletter for Committeemen  
Co-op News  
REA News  
Extension Service Review  
USDA

Magazines

Pictorial and Home and Garden magazines supplied with photos and materials.  
Story sent to "Woman's Day" March 8.  
Letter by Paul Stark in June issue of "Seventeen".  
"Forecast" magazine received 300 word article.  
Article supplied Kiwanis Magazine.

Available Materials

President's Statement of February 21  
President's Statement to National Garden Institute  
Secretary's invitation to Garden Conference  
Secretary's Memorandum No. 1150  
M. L. Wilson's memo to States, January 330.  
Fact Sheet, "Garden and Conserve"  
Publications: "Growing Vegetables in Town and City", MP 538  
"The Farm Garden", Farmers' Bulletin 1673  
"Victory Garden Insect Guide", AWI-95  
"Family Food Plans", AWI-78





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